

Method 1 - Babbitt Score

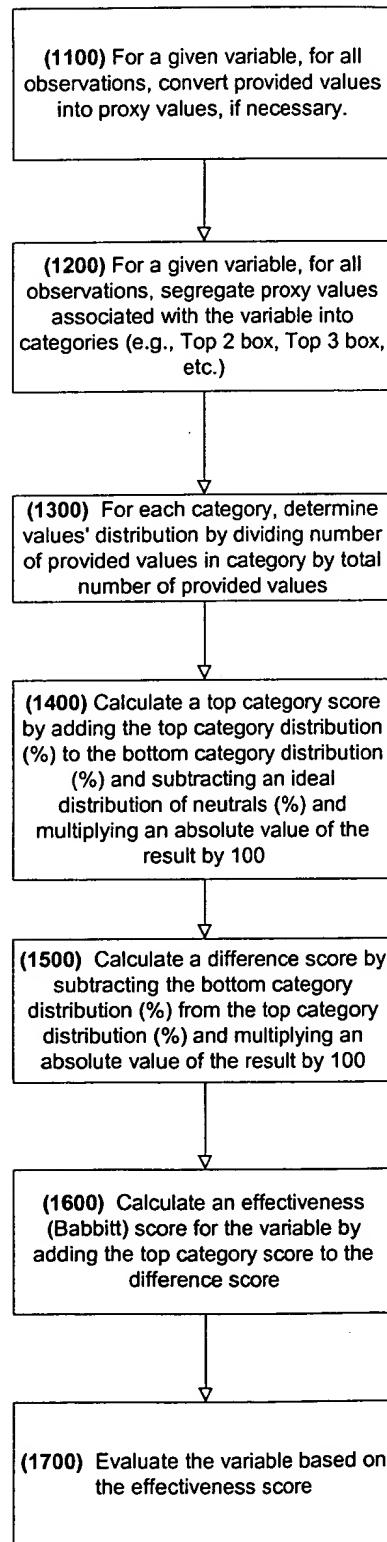


Fig. 1

Method 2 - Bestfit Clustering

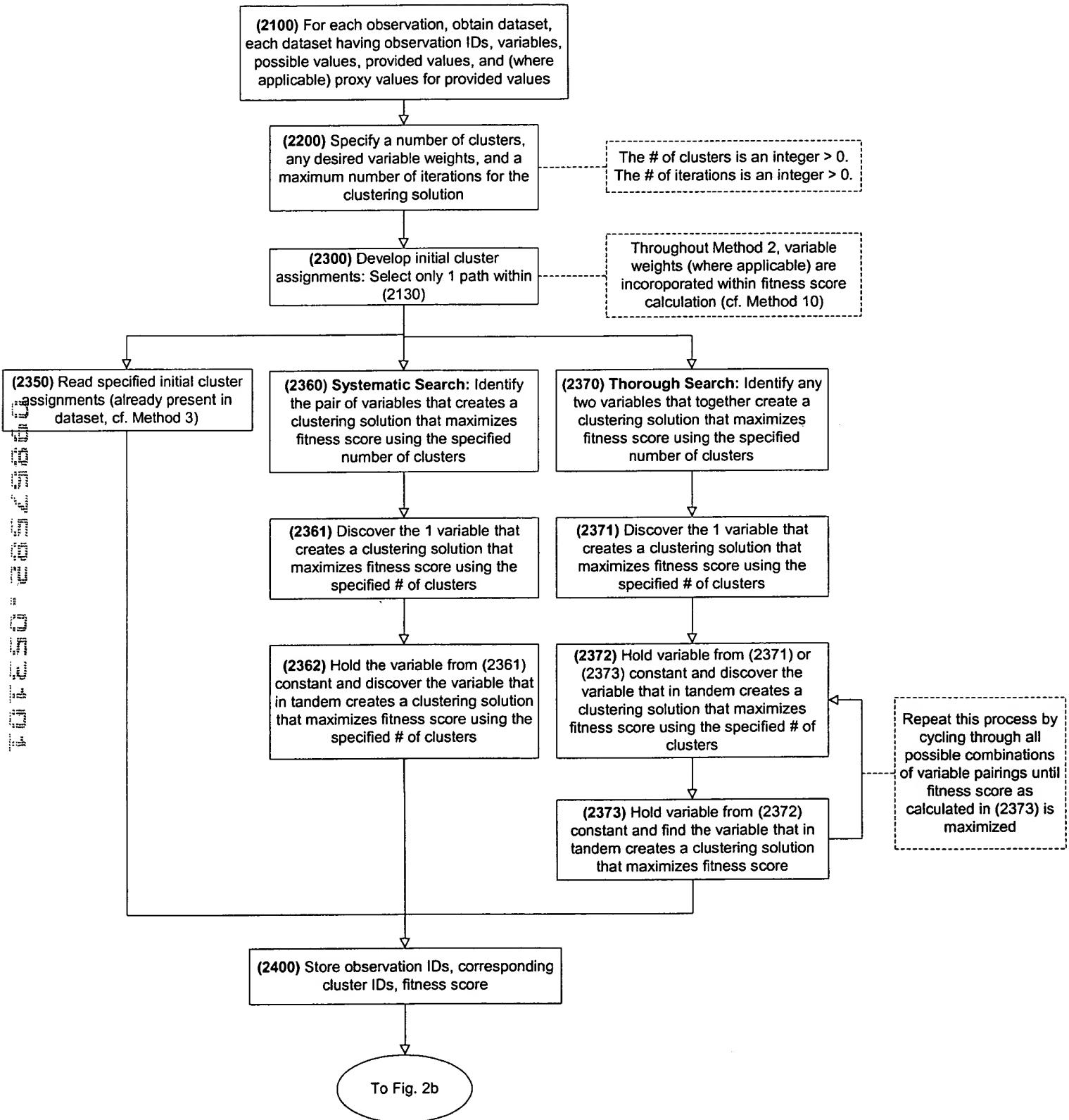


Fig. 2a

Method 2 - Bestfit Clustering Continued

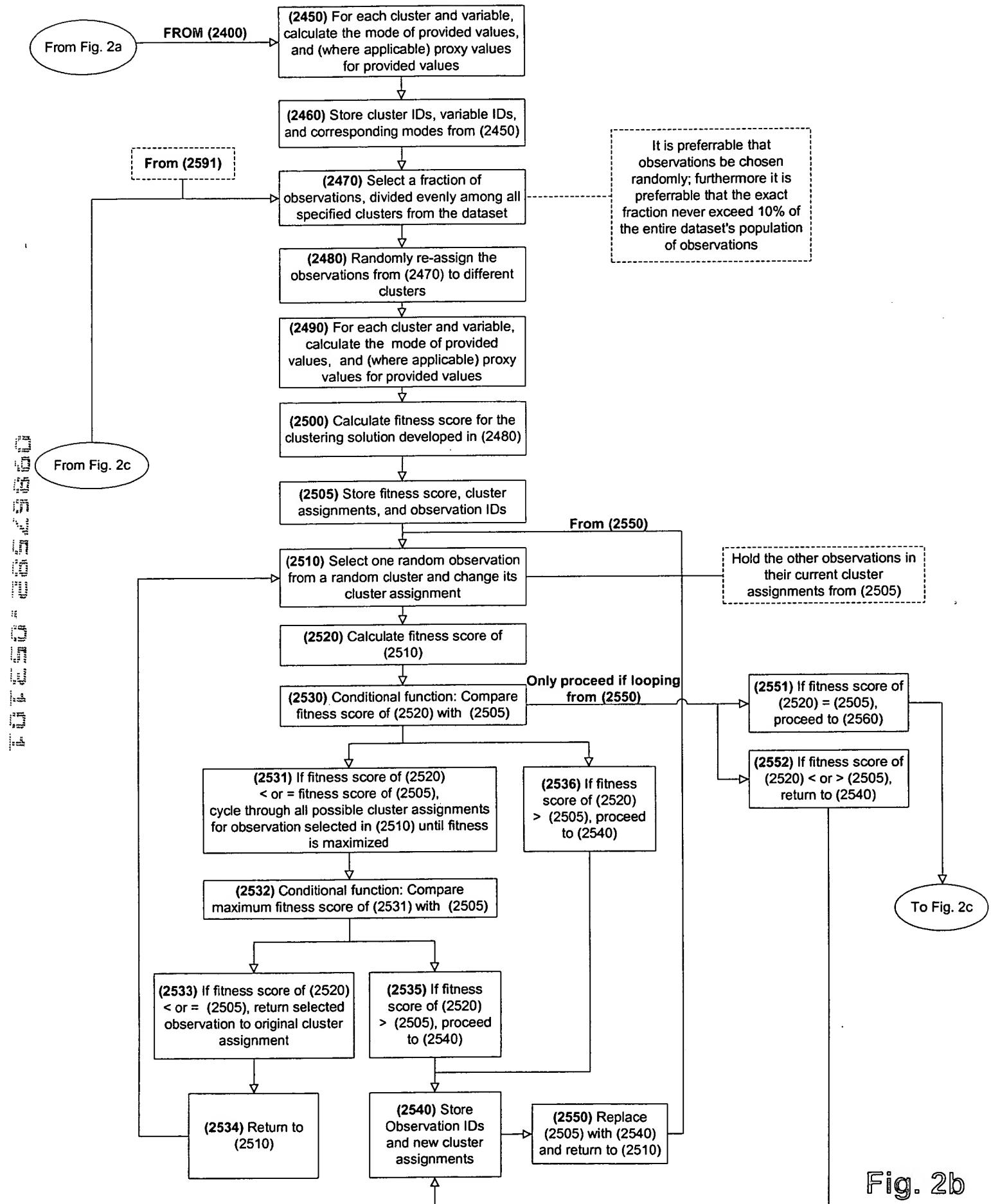


Fig. 2b

Method 2 - Bestfit Clustering - Continued

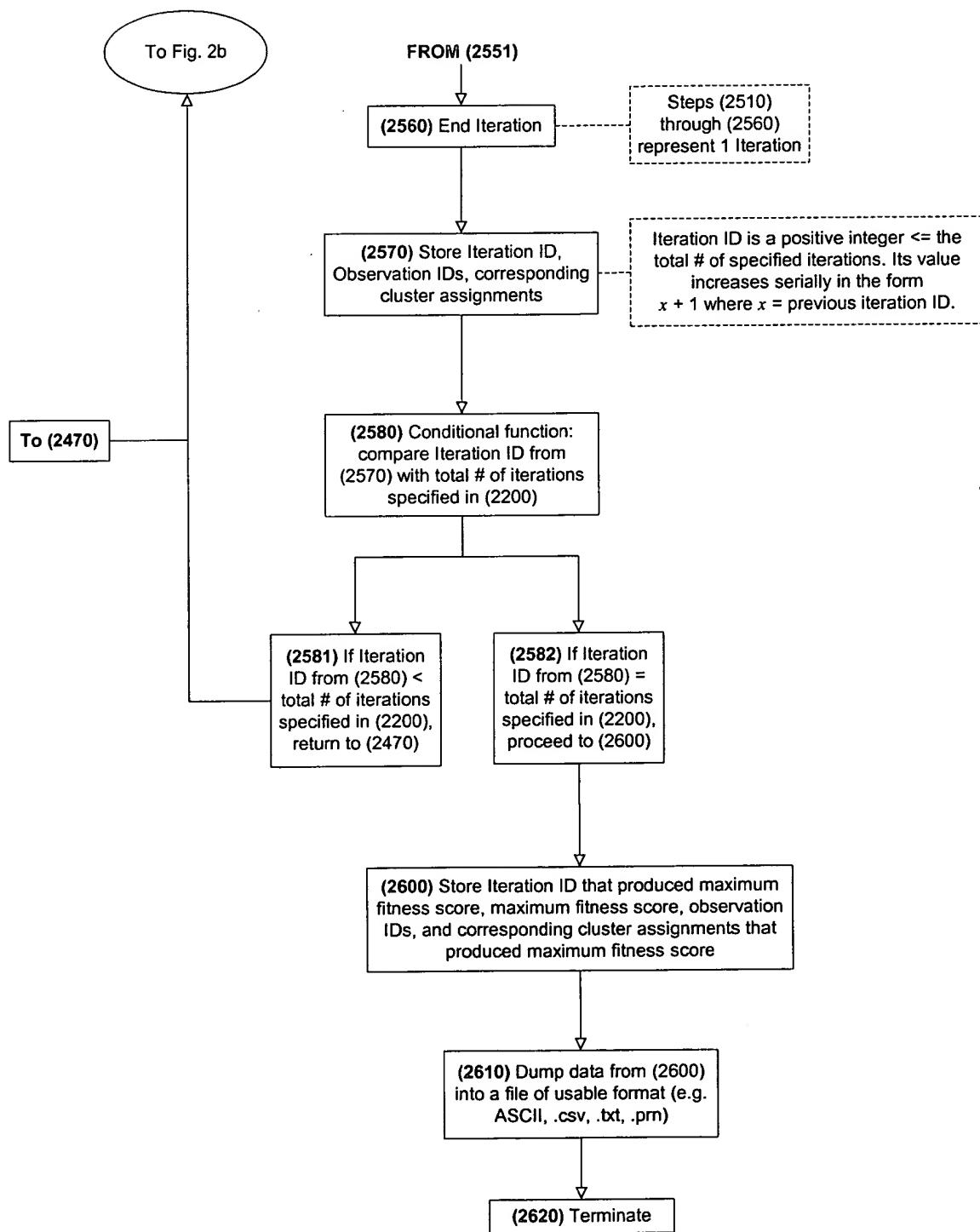


Fig. 2c

Method 3 - Champion/Challenger Clustering Refinement

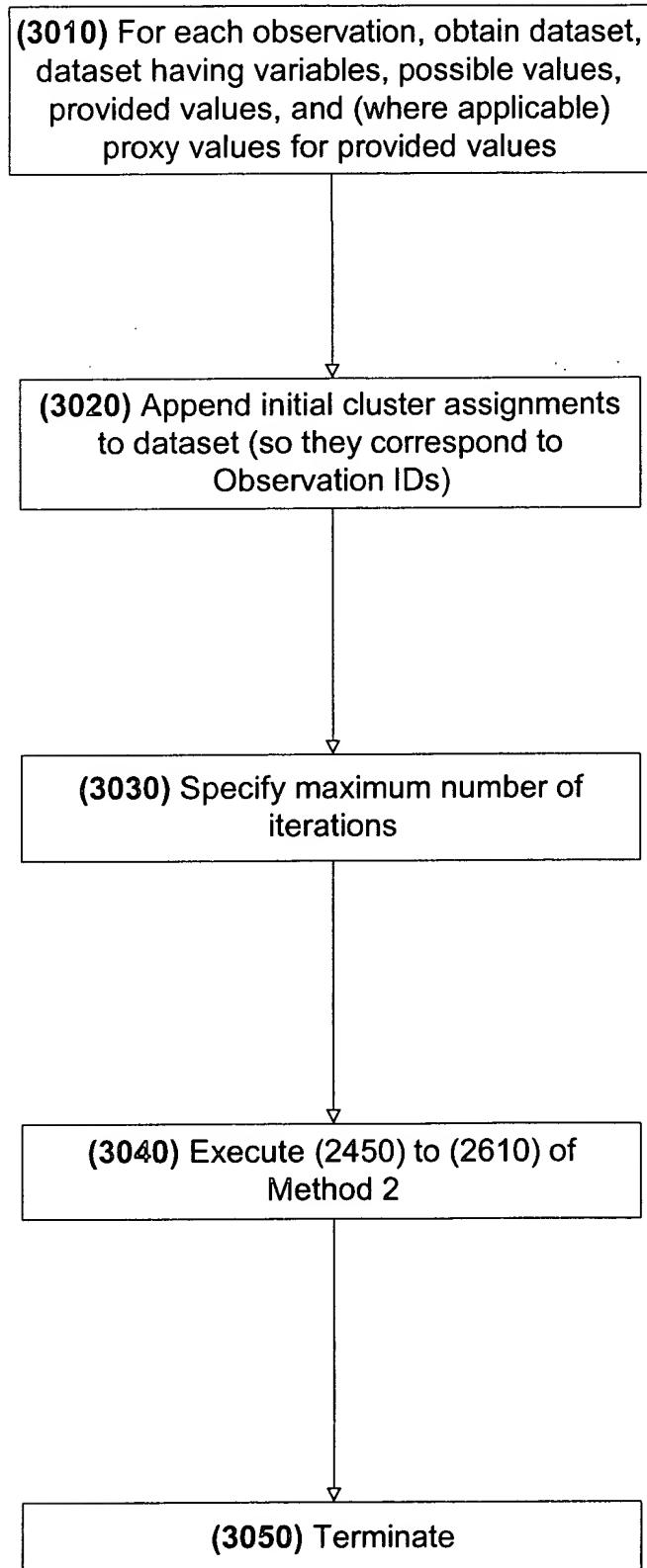


Fig. 3

Method 4 - Composition Analysis

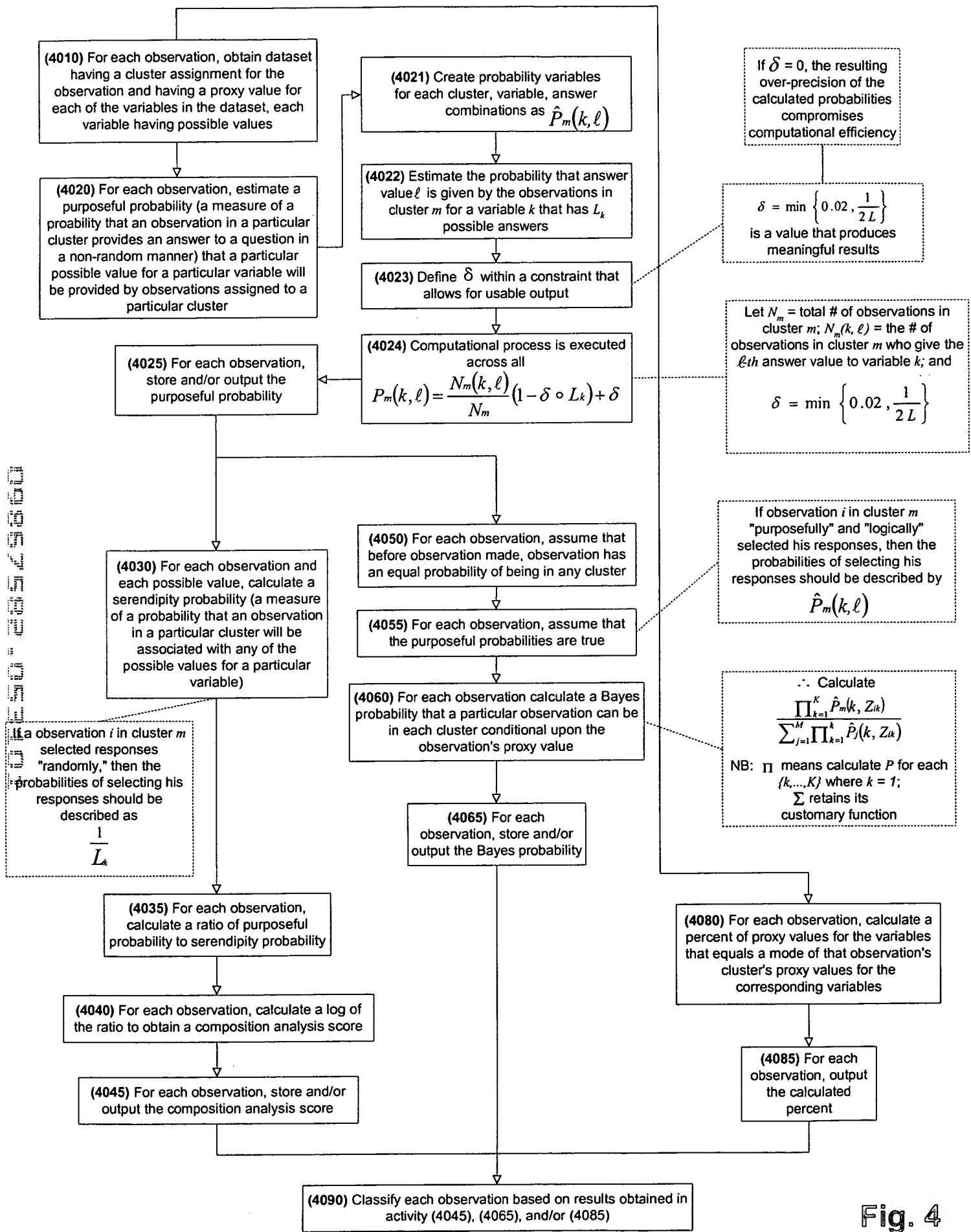


Fig. 4

Method 5 - Segmentation-on-the-Fly

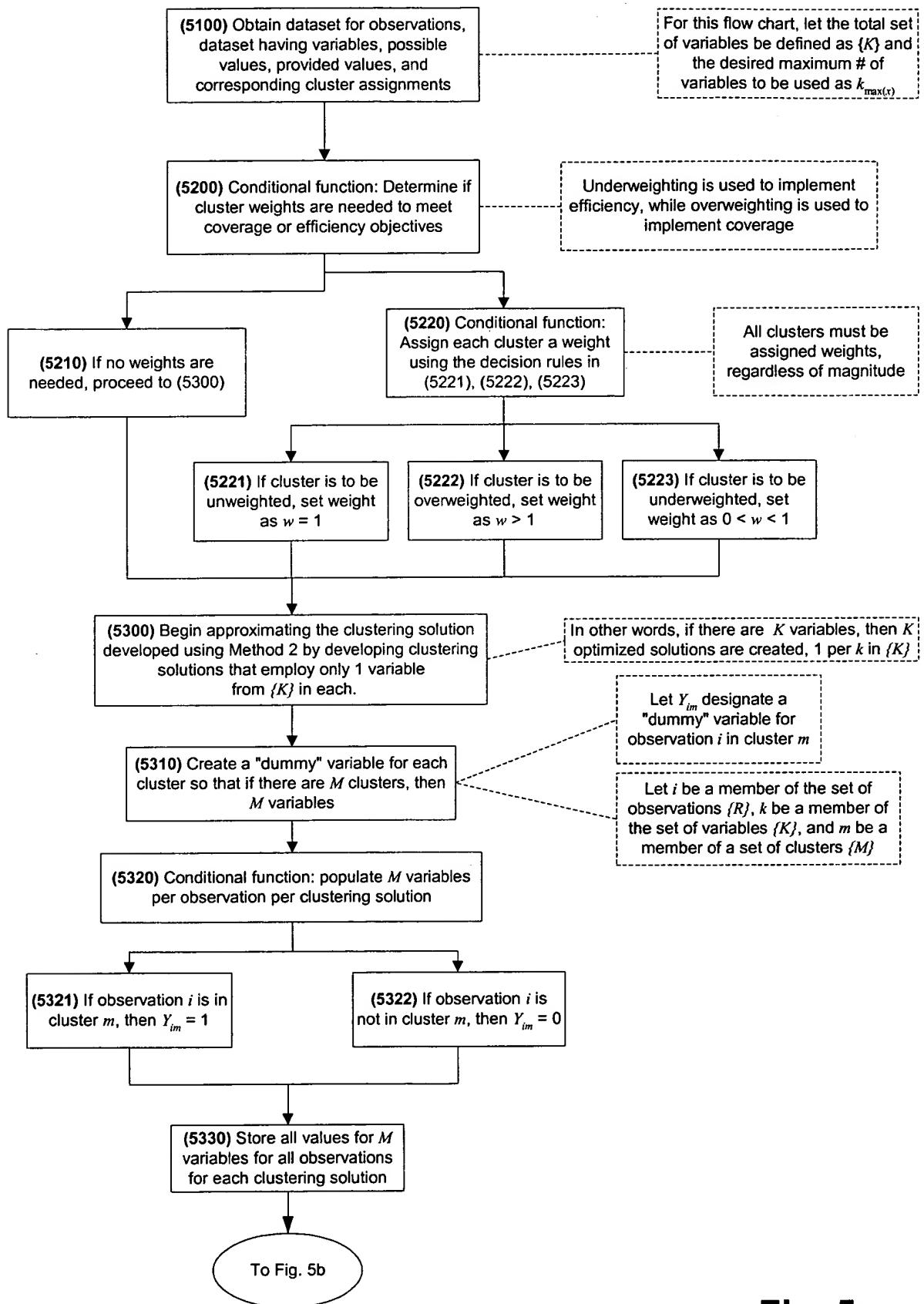


Fig. 5a

Method 5 Segmentation-on-the-fly - Continued

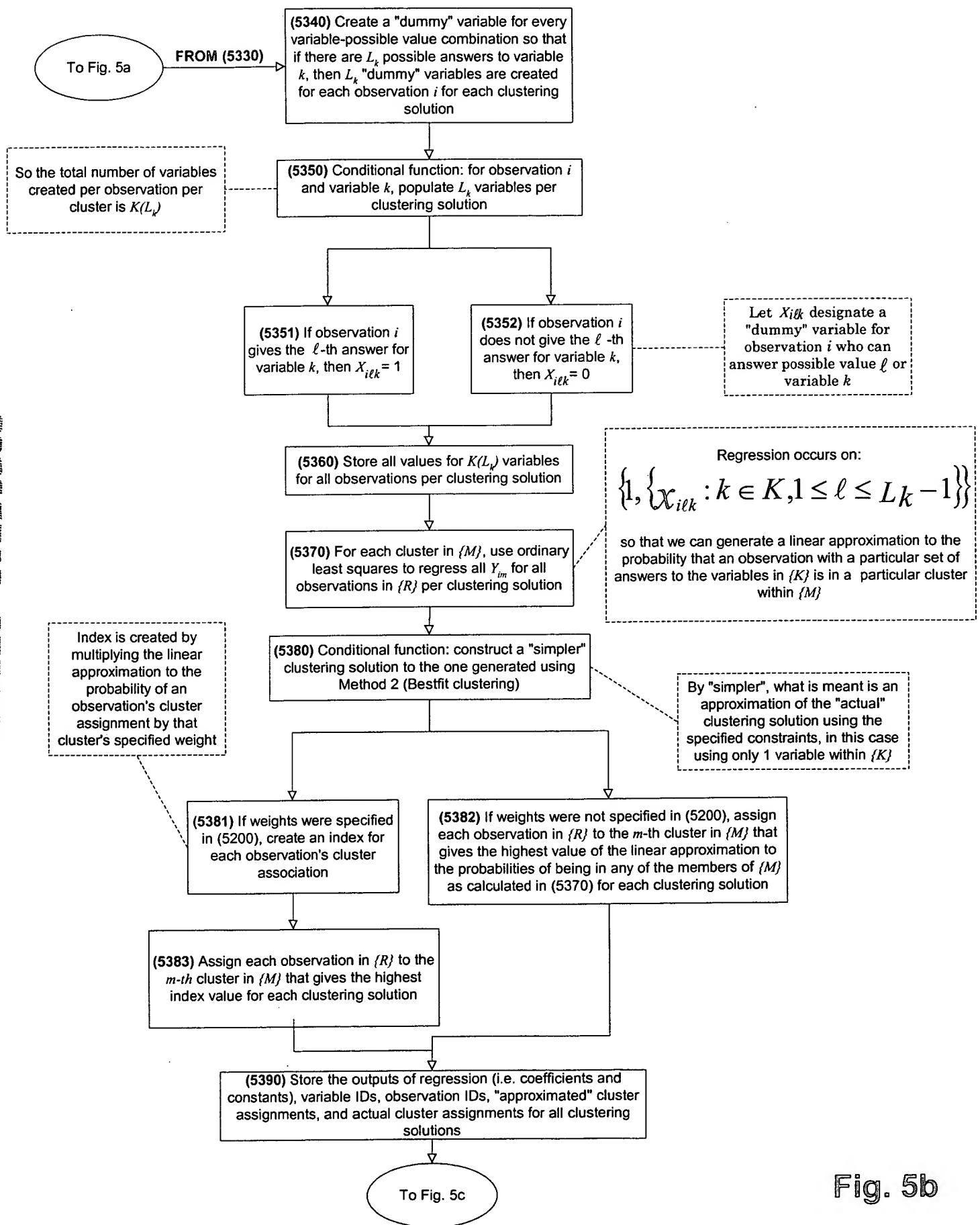


Fig. 5b

Method 5 Segmentation-on-the-fly - Continued

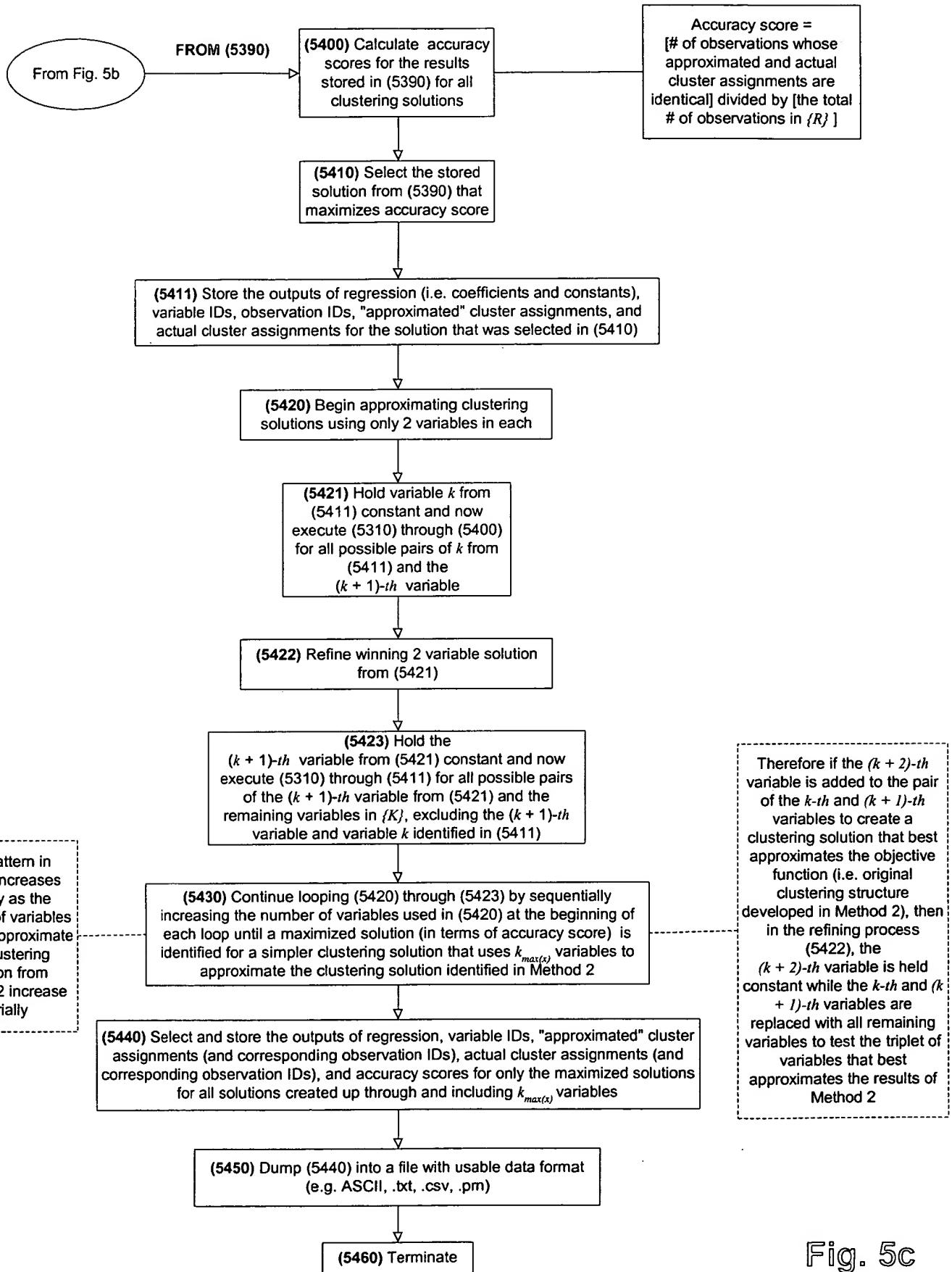


Fig. 5C

Method 6 - Behavioral Segment Scoring

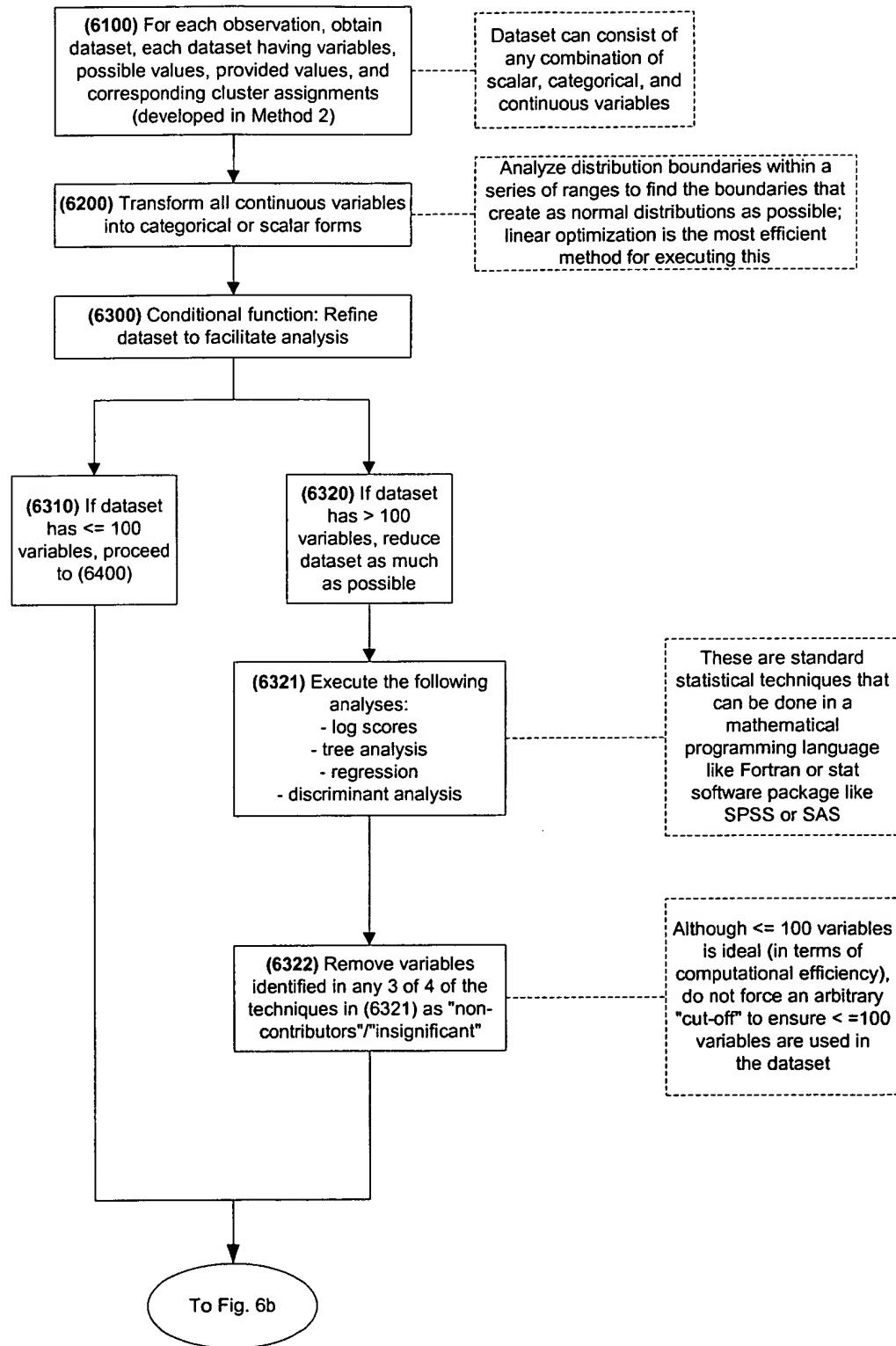


Fig. 6a

Method 6 - Behavioral Segment Scoring - Continued

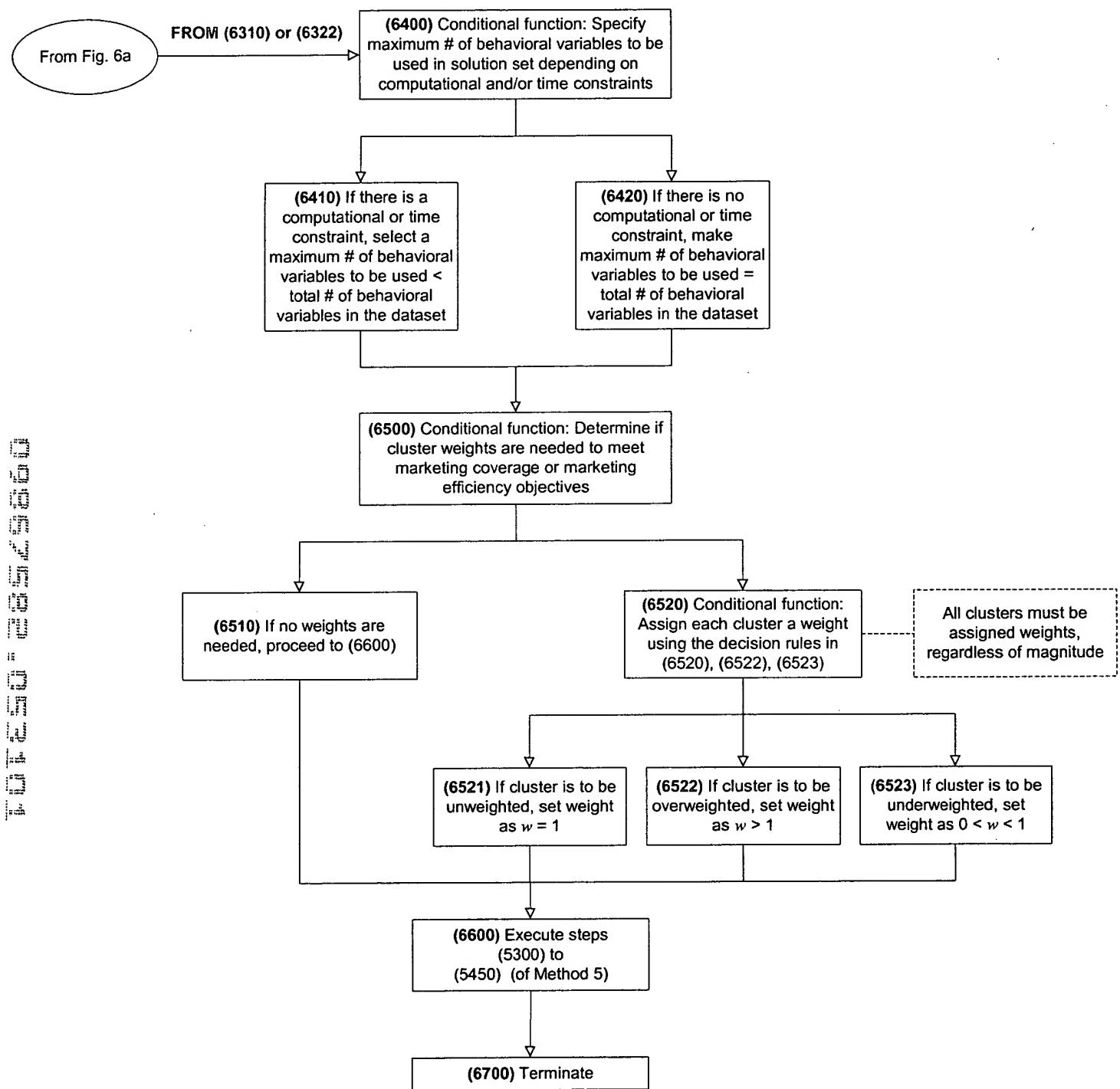


Fig. 6b

Method 7 - Panel Analysis

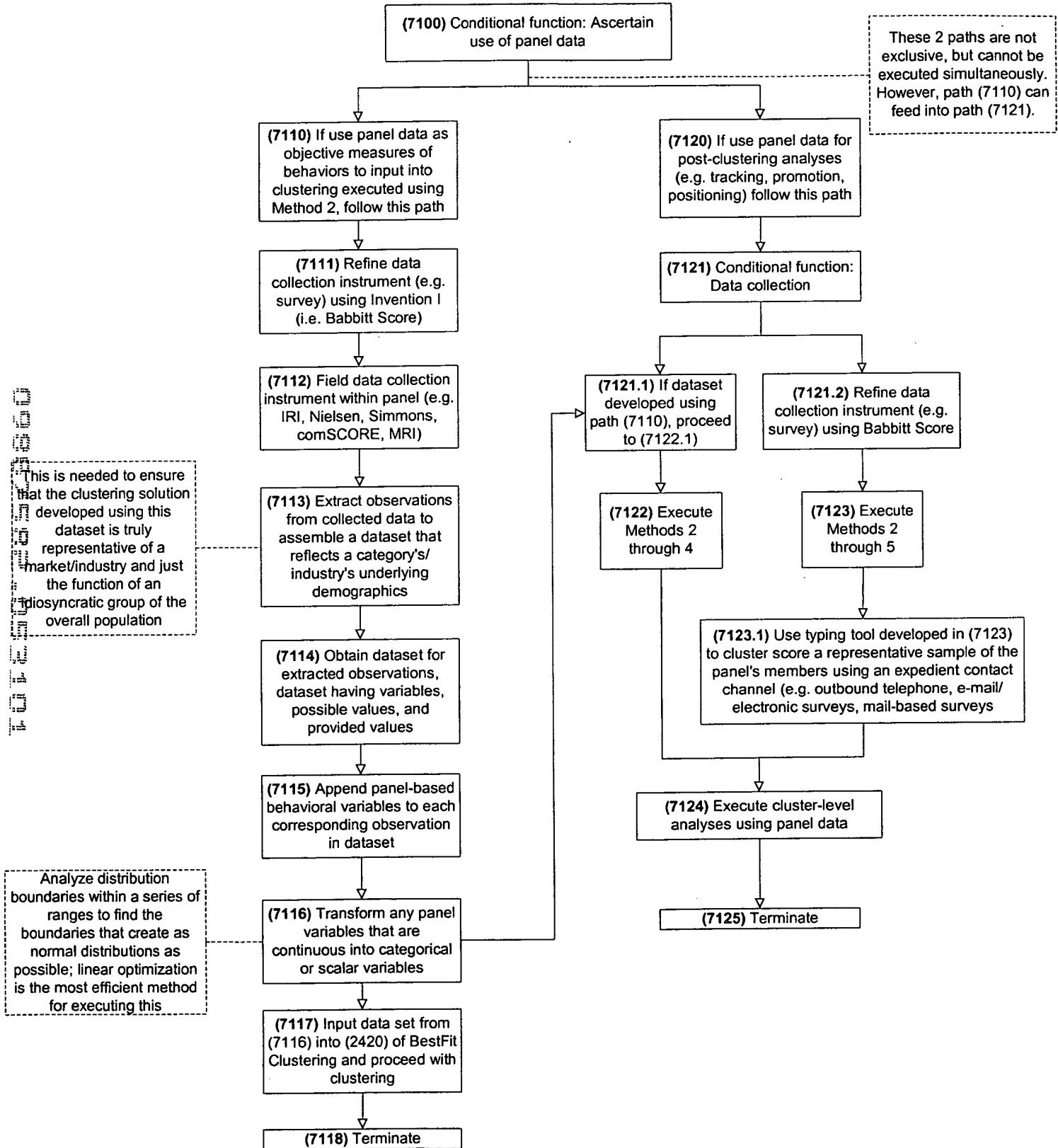


Fig. 7

Method 8 - Overall Segment-Based Marketing Process

TOP SECRET//COMINT

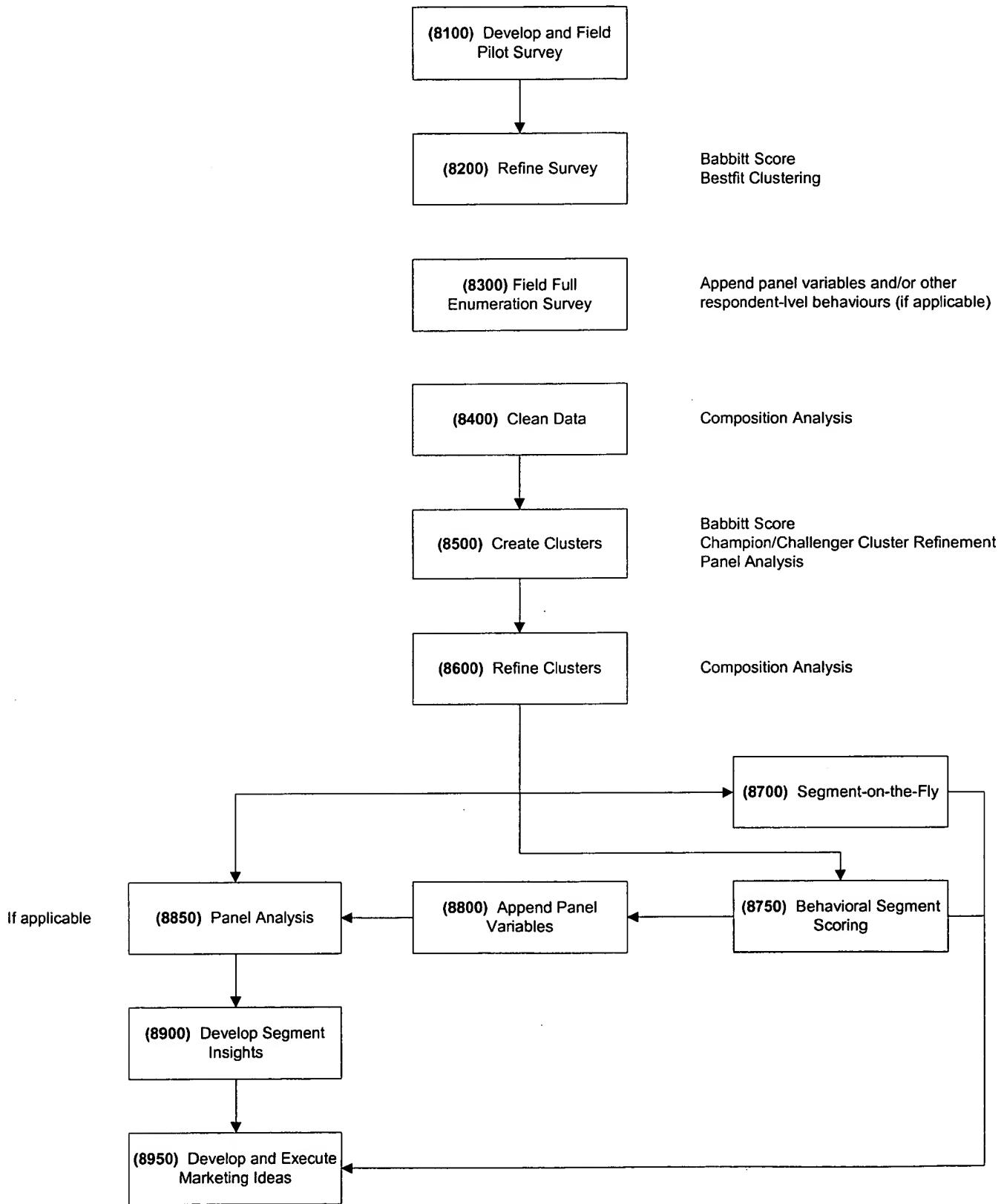


Fig. 8

Information Device 9

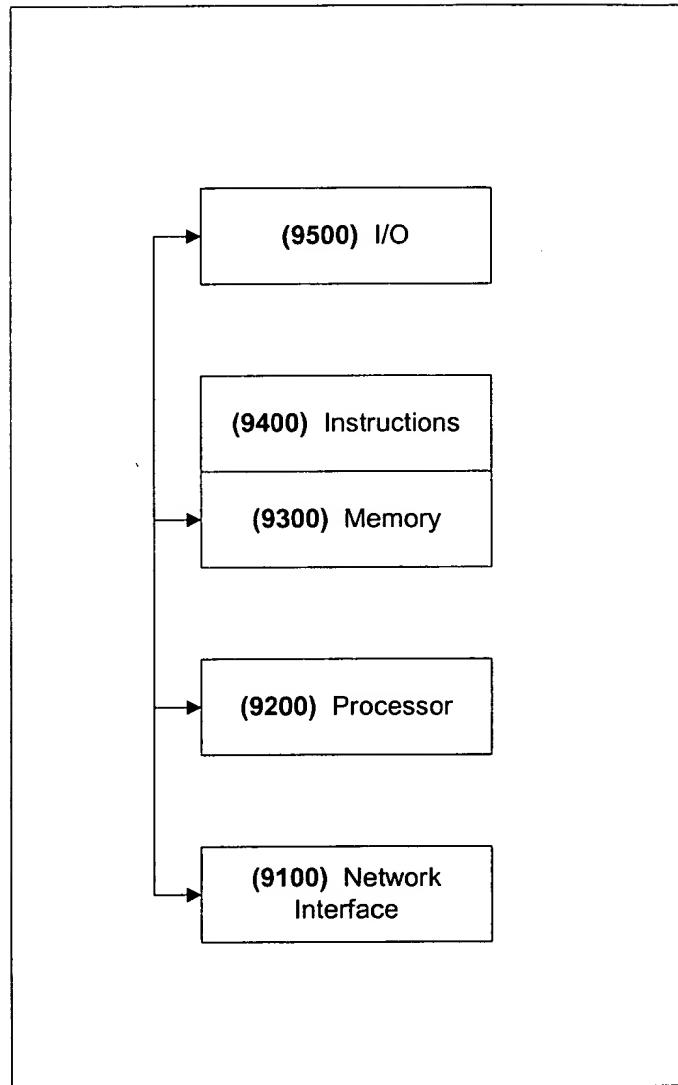


Fig. 9

Method 10 - Fitness Score Calculation

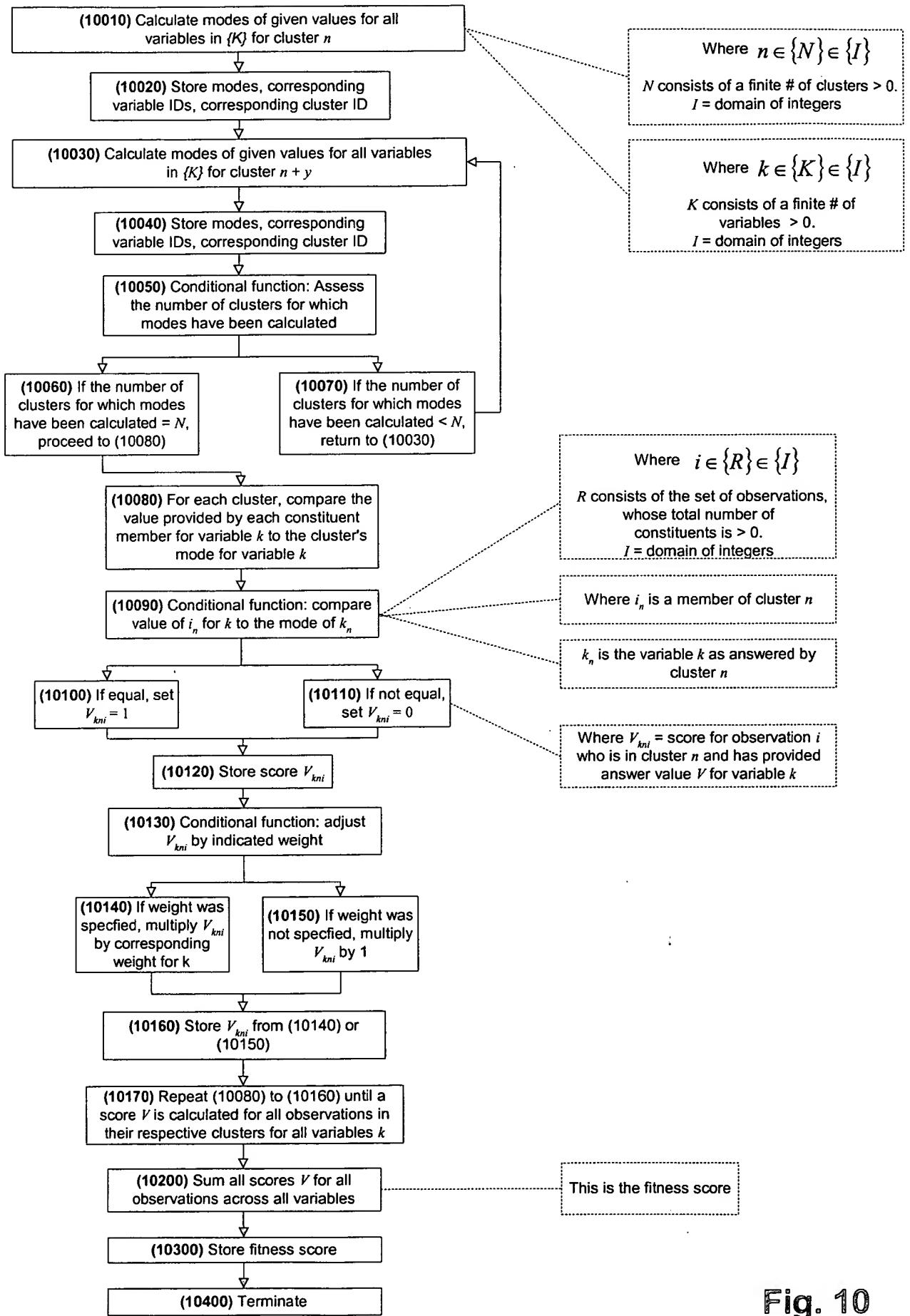
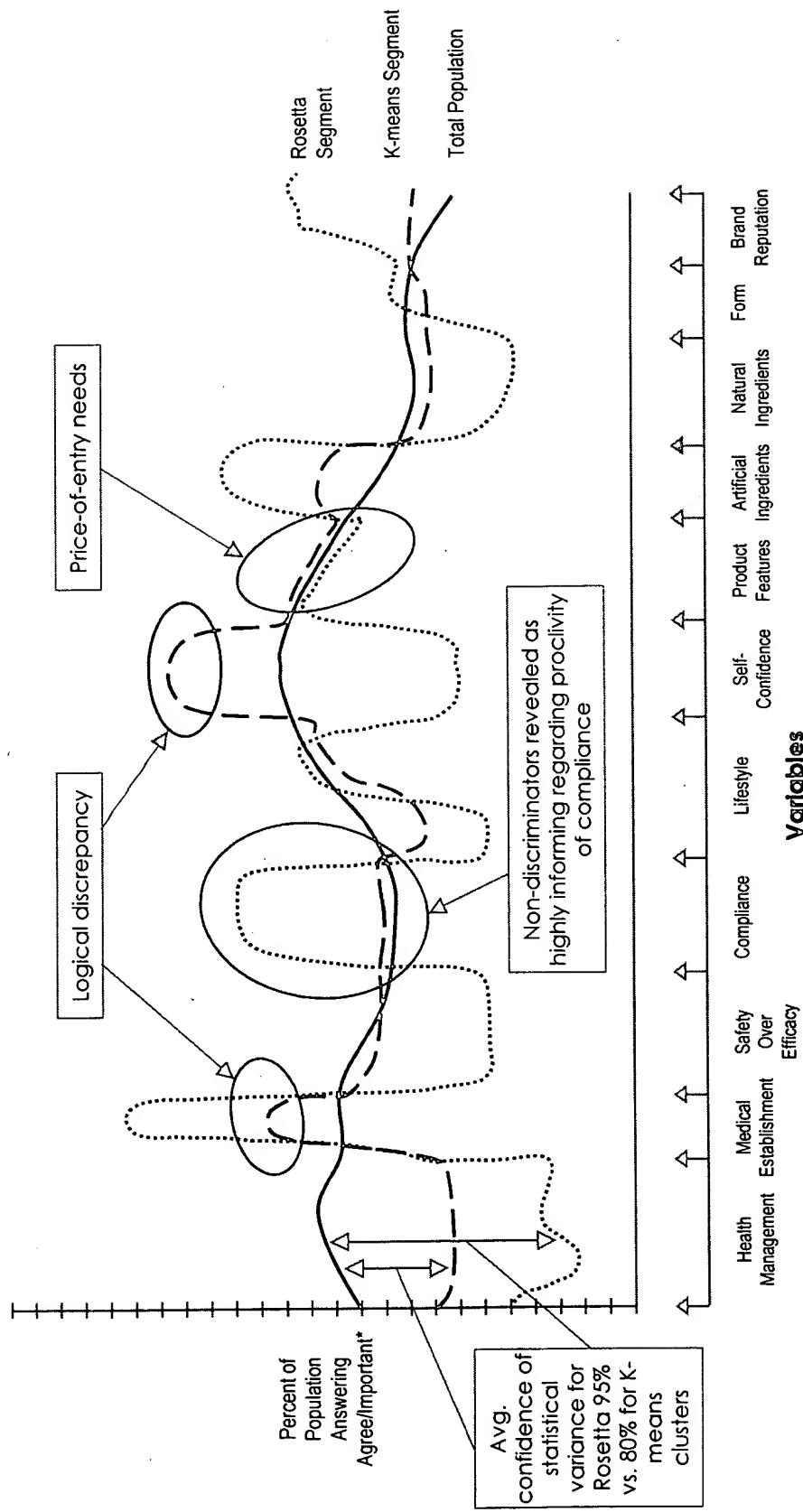


Fig. 10

FIG. 11

Blinded Case Study



* Responses normalized for similar variables with opposite wording/phrasing.